



RESEARCH SUMMARY

Date Compiled: July 2019

Key Takeaways from Included Research

- A survey of 8,750 adult men and women in U.S. national surveys conducted in English and Spanish found that secondhand effects of alcohol in the United States are substantial and affected by sociodemographics, the harmed individual's own drinking, and the presence of a heavy drinker in the household. About 1 in 5 adult women (21%) and almost 1 in 4 adult men (23%) experienced at least one harm in the past year. Thus, each year 53 million adults (26 million women, 27 million men) in the U.S. are estimated to experience at least one type of harm from someone else's drinking. Broad-based and targeted public health measures that consider AHTO risk factors are needed to reduce alcohol's secondhand harms.
- A study analyzing National Violent Death Reporting System (NVDRS) data from 17 states and alcohol policies in those states found that states with stronger alcohol policies had reduced odds of alcohol involvement in intimate partner violence (IPV) homicide victimization. Thus, strengthening alcohol policies was found to be a promising strategy in reducing alcohol-involved IPV homicide victimization.
- A survey of the price of the potent supersized alcopop Four Loko across 344 retail stores in the largest cities in each American state (and Washington, D.C.) found the average price per standard alcoholic drink (i.e., 14 g of absolute alcohol) was \$0.54 for Four Loko products. Since the consumption of a single supersized alcopop constitutes binge drinking, the study authors recommend legislative and regulatory strategies to increase their retail price in order to reduce and prevent excessive alcohol consumption.
- A social laboratory study of 1,208 undergraduate college students found that those who viewed alcohol advertisements which highly objectified women, afterwards had reduced intentions to intervene in sexual assault situations. These findings suggest that alcohol advertising may contribute to beliefs associated with alcohol-facilitated sexual assault.
- A survey of women who attended breast cancer screenings and clinical visits, and staff in those facilities, found that only 19.5% of attendees and 48.5% of staff could correctly identify alcohol consumption as a risk factor for female breast cancer. Along with other studies showing the poor awareness of alcohol use as a risk for cancer, this demonstrates the need for efforts to raise awareness of the alcohol-cancer link.
- A survey conducted by the Center for Alcohol Policy (a group funded by the National Beer Wholesalers Association) found that public support for state-based alcohol regulation remains high. Respondents chose "Reducing drunk driving" (78%) and "Protecting health and public safety" (70%) as the most important considerations for alcohol regulation.

ALCOHOL'S SECONDHAND HARMS IN THE UNITED STATES: NEW DATA ON PREVALENCE AND RISK FACTORS

June 2019

Abstract

Objective: This study examined a range of indicators of alcohol's harm to others (AHTO) among U.S. adults and assessed sociodemographic and alcohol-related risk factors for AHTO.

Method: The data came from 8,750 adult men and women in two parallel 2015 U.S. national surveys conducted in English and Spanish. Both surveys used computer-assisted telephone interviews and two-stage, stratified, list-assisted, random samples of adults ages 18 and older.

Results: One in five adults experienced at least one of ten 12-month harms because of someone else's drinking. The prevalence of specific harm types and characteristics differed by gender. Women were more likely to report harm due to drinking by a spouse/partner or family member, whereas men were more likely to report harm due to a stranger's drinking. Being female also predicted family/financial harms. Younger age increased risk for all AHTO types, except physical aggression. Being of Black/other ethnicity, being separated/widowed/divorced, and having a college education without a degree each predicted physical aggression harm. The harmed individual's own heavy drinking and having a heavy drinker in the household increased risk for all AHTO types. The risk for physical aggression due to someone else's drinking was particularly elevated for heavy drinking women.

Conclusions: Secondhand effects of alcohol in the United States are substantial and affected by sociodemographics, the harmed individual's own drinking, and the presence of a heavy drinker in the household. Broad-based and targeted public health measures that consider AHTO risk factors are needed to reduce alcohol's secondhand harms.

Source:

Nayak, M.B., Patterson, D., Wilsnack, S.C., Karriker-Jaffe, K.J., & Greenfield, T.K. (2019). Alcohol's secondhand harms in the United States: New data on prevalence and risk factors. *Journal of Studies on Alcohol and Drugs*, 80(3), 273-281

Free full text: <https://www.jsad.com/doi/full/10.15288/jsad.2019.80.273>

ALCOHOL POLICIES AND ALCOHOL INVOLVEMENT IN INTIMATE PARTNER HOMICIDE IN THE U.S.

June 2019

Abstract

Introduction: Intimate partner violence (IPV) results in deaths of both primary and corollary (i.e., nonintimate partner) victims. Alcohol use is a known risk factor for IPV, yet the relationship between alcohol policies and IPV homicides is unclear. This repeated cross-sectional study characterizes alcohol involvement, and the relationship between alcohol policies and alcohol involvement, among victims of IPV homicides in the U.S.

Methods: Homicide victim data from 17 states in the National Violent Death Reporting System from 2003 to 2012 were analyzed in 2017–2018. Alcohol Policy Scale scores characterized alcohol policies by state year and were used in generalized estimating equation logistic regression models to predict the odds of alcohol involvement among victims of IPV homicide.

Results: Among victims of IPV homicide, 36.5% of primary and 41.1% of corollary victims had a blood alcohol concentration (BAC) >0.00%. Of the victims with a positive BAC, 67.6% had a BAC \geq 0.08%. In adjusted models, a 10–percentage point increase in Alcohol Policy Scale score was associated with reduced odds of having a positive BAC (AOR=0.77, 95% CI=0.64, 0.93) and having a BAC \geq 0.08% (AOR=0.82, 95% CI=0.68, 0.99) among all victims, primary victims (AOR=0.78, 95% CI=0.63, 0.98; AOR=0.82, 95% CI=0.65, 1.04), and corollary victims (AOR=0.61, 95% CI=0.42, 0.89; AOR=0.68, 95% CI=0.48, 0.97).

Conclusions: Alcohol use was prevalent among victims of IPV homicide, and more-restrictive alcohol policies were associated with reduced odds of alcohol involvement. Strengthening alcohol policies is a promising strategy to reduce alcohol-involved IPV homicide victimization.

Source:

Lira, M. C., Xuan, Z., Coleman, S. M., Swahn, M. H., Heeren, T. C., & Naimi, T. S. (2019). Alcohol policies and alcohol involvement in intimate partner homicide in the US. *American Journal of Preventive Medicine*.

PRICE OF FOUR LOKO IN LARGE U.S. CITIES, 2018

May 2019

Abstract

Background: Supersized alcopops are flavored alcoholic beverages that contain up to 5.5 standard alcoholic drinks in a single can. Limited research suggests Four Loko-the most commonly consumed supersized alcopop by underage drinkers-is among the least expensive ready-to-drink alcohol products on the U.S. market. This is a public health concern because alcohol prices are inversely associated with consumption and related harms, particularly among youth. This study investigated Four Loko's retail price per volume of alcohol in large U.S. cities.

Methods: This study used multistage random sampling to collect data in the largest city of each state and Washington, DC. A simple random sample of 5 ZIP codes from each city was selected and entered into Four Loko's website product locator. Within ZIP codes, up to 4 stores were randomly selected and contacted by telephone. Retailers were interviewed about Four Loko in regard to: availability, volume, alcohol by volume (abv), price for 1 can, and discounts for purchasing more than 1 can.

Results: The sample included 344 retail stores with Four Loko in stock. Average price per standard alcoholic drink (i.e., 14 g of absolute alcohol) was \$0.54 for Four Loko products. Taking into account volume, price, and discounts, an average of 17 standard alcoholic drinks could be purchased via Four Loko with \$10. Adjusted analysis using linear regression showed that availability of bulk price discounts and higher abv (14% vs. 12%) were associated with lower price per drink.

Conclusion: This study verifies that Four Loko is among the least expensive ready-to-drink alcohol available for purchase in the United States. Given that consuming a single supersized alcopop constitutes binge drinking and is therefore unsafe, regulatory agencies should consider a variety of steps to reduce the availability and ABV of these products and increase their retail price in order to reduce and prevent unsafe alcohol consumption.

Source:

Rossheim, M. E., Thombs, D. L., Treffers, R. D., Trangenstein, P. J., McDonald, K. K., Ahmad, R., et al. (2019). Price of Four Loko in large US cities, 2018. *Alcoholism: Clinical and Experimental Research*.

Additional media coverage:

[Low-priced alcopops pose high risk especially for youth, new study recommends regulation](#)
(EurekaAlert)

VIEWERS' PERCEPTIONS OF OBJECTIFIED IMAGES OF WOMEN IN ALCOHOL ADVERTISEMENTS AND THEIR INTENTIONS TO INTERVENE IN ALCOHOL-FACILITATED SEXUAL ASSAULT SITUATIONS

May 2019

Abstract:

Alcohol-facilitated sexual assault is a serious problem on college campuses, and bystander intervention has been shown to be a successful method in reducing sexual assaults. Although there are a number of factors associated with individuals' intentions to intervene in sexual assault situations, the media's cultural scripts that link alcohol consumption to sexual success may play a role. Alcohol advertisements, in particular, routinely portray women as sexual objects and often link alcohol consumption to sexual success; therefore, exposure to such content may be negatively associated with people's intentions to intervene in alcohol-facilitated sexual assault situations. Thus, the current study investigated if exposure to and perceptions of objectified images of women in alcoholic beverage advertisements were associated with college students' intentions to intervene in alcohol-facilitated sexual assault situations. Undergraduate college students (N = 1208) were randomly assigned to view three alcohol advertisements that either included highly-objectified or low-objectified women, and then they reported their perceptions of the women in each of the alcohol advertisements and their intentions to intervene in sexual assault situations. Hierarchical regression analyses indicated that individuals' perceptions of alcohol advertisements moderate the relationship between exposure to objectifying alcohol advertisements and intentions to intervene in sexual assault situations.

Source:

Hust, S. J., Rodgers, K. B., Cameron, N., & Li, J. (2019). Viewers' perceptions of objectified images of women in alcohol advertisements and their intentions to intervene in alcohol-facilitated sexual assault situations. *Journal of Health Communication, 24*(3), 328-338.

Free full text: <https://www.tandfonline.com/doi/full/10.1080/10810730.2019.1604911>

THE ACCEPTABILITY OF ADDRESSING ALCOHOL CONSUMPTION AS A MODIFIABLE RISK FACTOR FOR BREAST CANCER: A MIXED METHOD STUDY WITHIN BREAST SCREENING SERVICES AND SYMPTOMATIC BREAST CLINICS

June 2019

Abstract

Objectives: Potentially modifiable risk factors account for approximately 23% of breast cancers, with obesity and alcohol being the two greatest. Breast screening and symptomatic clinical attendances provide opportunities ('teachable moments') to link health promotion and breast cancer-prevention advice within established clinical pathways. This study explored knowledge and attitudes towards alcohol as a risk factor for breast cancer, and potential challenges inherent in incorporating advice about alcohol health risks into breast clinics and screening appointments.

Design: A mixed-method study including a survey on risk factors for breast cancer and understanding of alcohol content. Survey results were explored in a series of five focus groups with women and eight semi-structured interviews with health professionals.

Setting: Women attending NHS Breast Screening Programme (NHSBSP) mammograms, symptomatic breast clinics and healthcare professionals in those settings.

Participants: 205 women were recruited (102 NHSBSP attendees and 103 symptomatic breast clinic attendees) and 33 NHS Staff.

Results: Alcohol was identified as a breast cancer risk factor by 40/205 (19.5%) of attendees and 16/33 (48.5%) of staff. Overall 66.5% of attendees drank alcohol, and 56.6% could not estimate correctly the alcohol content of any of four commonly consumed alcoholic drinks. All women agreed that including a prevention-focussed intervention would not reduce the likelihood of their attendance at screening mammograms or breast clinics. Qualitative data highlighted concerns in both women and staff of how to talk about alcohol and risk factors for breast cancer in a non-stigmatising way, as well as ambivalence from specialist staff as to their role in health promotion.

Conclusions: Levels of alcohol health literacy and numeracy were low. Adding prevention interventions to screening and/or symptomatic clinics appears acceptable to attendees, highlighting the potential for using these opportunities as 'teachable moments'. However, there are substantial cultural and systemic challenges to overcome if this is to be implemented successfully.

Source:

Sinclair, J., McCann, M., Sheldon, E., et. al. (2019). The acceptability of addressing alcohol consumption as a modifiable risk factor for breast cancer: A mixed method study within breast screening services and symptomatic breast clinics *BMJ Open*, 9, e027371.

Free full text: <https://bmjopen.bmj.com/content/9/6/e027371>

Additional media coverage:

[Alcohol boosts the risk of breast cancer. Many women have no idea.](#) (Live Science)

[80 per cent of women don't know that alcohol increases risk of breast cancer](#) (Yahoo! Style)

[Women have 'poor' awareness of alcohol's role in breast cancer risk](#) (Nursing Times)

PUBLIC SUPPORT FOR STATE-BASED ALCOHOL REGULATION IS VERY HIGH

June 2019

Extract

... So, what are the key messages that should be conveyed to both leaders and others in the field?

1. Public support for the "right of individual states to set their own laws and regulations" about alcohol is not only strong, but increasingly so. In 2008, 70% agreed with that statement and in 2019, 83% said they agreed— a 13% increase.

2. A new question was asked about requiring those licensed to sell or distribute alcohol to be a state resident. Seventy six percent support that idea. Residency laws have been severely criticized by

those who seek deregulation. However, these laws are based on real-life experiences, before Prohibition, with a “Tied House” system and absentee owners. Because local markets were dominated by out of state companies, they only cared about profits. The social problems resulting from excessive drinking were ignored.

3. The public continues its strong support for considering public safety first before economic development/consumer benefit measures when crafting alcohol regulations. These are the top four considerations that respondents say should be considered for alcohol regulation:

- 78% Reducing drunk driving
- 70% Protecting health and public safety
- 64% Reducing underage drinking
- 57% Encouraging moderation

Further down the ranking were such considerations as creating more jobs (52%), increasing economic development (48%), giving consumers more choices (36%), lowering prices for alcohol (25%), or allowing more businesses to produce and sell alcoholic products (22%).

4. The public continues to be very satisfied with the current system for purchasing alcohol (82%); three-quarters said they support the three-tiered system and believe that it is working well. They also seem happy about the selection of products (87%), number of places to buy such products (70% said it was about right). They believe our products are safe (87%).

5. While driving under the influence of alcohol remained the top problem, the public is also concerned about drug abuse. Illegal drug abuse, prescription drug abuse and driving under the influence of drugs were rated as “extremely serious” by a majority of respondents.

6. While the public is highly concerned with drunk driving, they do not seem ready to lower the .08 BAC legal limit to operate a motor vehicle. Support for .08 remained the choice of the majority (64%) although there was slightly more support for .05 compared to previous years...

Source: Healthy Alcohol Marketplace

Free full text: <http://healthyalcoholmarket.com/wordpress/>